



• 11 Secrets to •

TWITTER



• Awesomeness •



Top Left Design

***01***

BE  
YOU

## BE YOU

It's easier to run your Twitter account if you can just be yourself. Of course if you are tweeting on behalf of a brand and there are several of you working on managing Twitter, it's sometimes hard to be a "person" on Twitter.

Big brands like Coca-Cola or McDonalds especially can't realistically expect to have only one person represent their Twitter account.

But smaller businesses (like ours - Top Left Design - [@topleftdesign](#)) do benefit from having their REAL name along with their Twitter name.

### Some examples:

[www.twitter.com/B3Creative](http://www.twitter.com/B3Creative) (real name James Marsh)

[www.twitter.com/StartLicensing](http://www.twitter.com/StartLicensing) (real name Ian Downes)

[www.twitter.com/Minervity](http://www.twitter.com/Minervity) (real name Richard Darell)

[www.twitter.com/PlainTalkingHR](http://www.twitter.com/PlainTalkingHR) (real name Bina Briggs)

[www.twitter.com/mashable](http://www.twitter.com/mashable) (real name Pete Cashmore)

Or you can have a Twitter name that represents your name or nickname and also have your real name:

[www.twitter.com/gina\\_romero](http://www.twitter.com/gina_romero) (Gina Romero)

[www.twitter.com/grattongirl](http://www.twitter.com/grattongirl) (Sarah-Jayne Gratton)

[www.twitter.com/lorimcneeartist](http://www.twitter.com/lorimcneeartist) (Lori Mcnee)

[www.twitter.com/MamaBritt](http://www.twitter.com/MamaBritt) (Britt Michaelian)

**02**

# USE YOUR FACE

## YOUR PICTURE

Your picture should be a cropped picture of your face. No point in having a full length as it shows up as a thumbnail on people's Twitter feeds, and on their phone apps. So, you want to be recognisable. Also, surveys have shown that people prefer a picture of a face to a logo or a cartoon avatar.



**03**

DON'T  
JUST  
TWEET  
ABOUT  
YOURSELF

The whole time.

## DON'T TWEET ABOUT YOURSELF THE WHOLE TIME

This is one of the basic rules of Twitter. People don't want you to be salesy, or to seem pushy - or to constantly tweet your own updates, what you are doing, eating, your special offers, links to your blogs. Sure, you can do those types of tweets, but follow a 5 to 1 ratio. 4 tweets which are conversation, link sharing, helpful, or promoting others, to one about your own business - or linking to a recent blog post.

I ♥  
me

**04**

# DON'T JUST FOLLOW CELEBS

Follow peers  
and introducers.



## DON'T JUST FOLLOW CELEBS FOLLOW PEERS AND INTRODUCERS

It's a common habit for new Twitter users to follow celebrities and journalists. But if you are wanting to use Twitter for business, you will get a lot more out of following other people in business. In fact, the best people to start with following are other people in your field. People who are in your exact profession. It seems strange and even sneaky, but from them you will information about trends in your industry, links to news within your industry, and generally how they conduct their own marketing efforts. At the same time or soon after you can also follow people in a similar field – and those who market to the same audience as you, also known as “potential introducers”. By making friends with them through Twitter you open yourself up to opportunities for strategic partnerships.



**05**

# MIX THINGS UP

## VARIETY

Mix up your tweets. So, don't just tweet one type of thing all the time. If you vary your tweets, you will be a more interesting person to follow. Aside from your “engagement tweets” - RTs, mentions and replies - each tweet should be its own idea and should stand alone as its own thought, so people who only see this amongst the tweets from other people they follow understand what you are saying.

1. **Tweeting about things that have happened in your day** which would interest your followers
2. **Sharing a link to a useful blog article within your field.** I personally regularly tweet links to blog articles I find about marketing, design, website design, packaging, branding, illustration, geeky things, technology, business strategy, people management, and productivity – as well as some personal development and motivational quotes
3. **Sharing links to our own blog articles,** Pinterest boards, images
4. **Sharing quotes** which you think will interest/amuse or inspire your followers (you can add a hashtag #quote) to these



06

KEEP  
PEOPLE  
IN ORDER  
USING LISTS

## LISTS

Twitter Lists are a great way to organise the people on Twitter into groups. It's (and here's a grand statement) the one thing that divides social media casual users to strategically savvy pros. To add someone to a list, you click on their name and then where you see the little man icon with the down arrow next to it, click on that and choose "add or remove from lists...". From there, you can either add someone to one or more any existing list, or create new lists by clicking "Create a list".

### Some example ways you could group people into lists:

1. **Industry specific categories** (e.g. I have lists of Photographers, IFAs, Interior Designers and Wedding Planners)
2. **How you know them** (e.g. Folks I know In Real Life, Clients, People who came to seminars, Prospects). For the most part, I would keep these ones as private lists.
3. **Specific groups of cool tweeters** (here is where you could put me and other people who share good content regularly)

Whatever you do with your lists, you will be able to click on the list page from your own profile page, or use Tweetdeck/Hootsuite to create columns out of the lists, so you can easily see tweets from those groups of people. Viewing tweets in this way, in groups of people classified by some sort of similarities, means you can be far more focused on who to watch, who to interact with, who to RT and who to suggest meeting up with. And that's what makes Twitter so magical!

### Create a list

A list is a curated group of Twitter users and a great way to organise you interests. [More info](#)

Create new list

**07**

# SHORTEN YOUR URLS

## BITLY

Bit.ly is my preferred URL shortener. You can copy a long url and paste it into Bitly, and then click shorten, or just wait a few seconds. You can also put in your Bitly account details into Tweetdeck or Buffer account and then all the URLs you share are shortened under the same account. This means when you login to your Bitly account you can check the stats of which of the links you shared are the most popular, most shared, etc. That data can then be used to let you know what you should be sharing more of, what headlines are working on which of your own content posts have been most successful in terms of clicks, shares and overall reach.



**08**

# USE HASHTAGS

For fun!



## HASHTAGGING

Hashtags are Twitter's way of filtering out the topics on Twitter. The basic use is to add specific keywords, usually at the end of a tweet. Hashtags are one word or several words together – without any punctuation marks or spaces.

**For example:**



Sometimes these can be used inside the tweet, as part of the sentence.



But the real Twitter experts go one step beyond! They add hashtags at the end of the tweet to evoke extra meaning or emotion. These can be one word or a group of words stuck together.



09

# USE TWITTER TOOLS TO MANAGE TWITTER

(and other social media channels)

## SCHEDULING TWEETS - WITH BUFFER

Buffer is my favourite Twitter app. It allows me to stack up a load of tweets that go out throughout the day. You could say that Tweetdeck and Hootsuite do similar, as they allow you to preschedule tweets. But they require, for the most part, you to put in the actual time you want your tweets to go out. With Buffer you can just preset a whole load of times, say once an hour. You install a little widget onto your browser (I like Google Chrome) and whenever you see a blog article or Pinterest board you would like to share on Twitter, you click the little widget button (which is called “Add to Buffer”). This pops up a draft tweet with the headline of the post and the URL (shortened for you) and then you can edit this draft tweet, by removing bits, adding comments, adding hashtags, rewording etc. – and confirm that you would like it added to your Buffer.



## BUFFER for RTs

You can also go to Twitter.com and if you have the Buffer widget installed, when you hover over a tweet, and then click the link “Buffer”. This then pops up with a draft tweet that says RT @personstwittername and then the original tweet. That’s right, it writes the proper RT syntax for you and then allows you to add the RTs to your Buffer too! Amazing!



### 01. Buffer Tip

Do a few link sharing Buffer tweets. Then do a few RT buffer tweets. Then go into buffer and mix them up. You can then add status update and quote tweets too, and mix them up too, so you have the variety within your tweets all spread out through the day, using the awesome Buffer app.



### 02. Buffer Tip

When setting up the Buffer times, I recommend strange times like 11:53, 12:23, 1:12, 1:44, 2:34, etc. – instead of on the hour times like 1:30, 2:00, 2:15, 3:00, 4:00 – so it looks less “contrived”).



### 03. Buffer Tip

Buffer can be used for free, but it’s worth investing the small sum of \$10 a month to “upgrade to awesome” and have unlimited Buffer tweets.

## SOCIAL MEDIA DASHBOARDS

You can use social media dashboards to schedule Twitter posts and also to manage all your other social networks, including Facebook, Google+, LinkedIn etc.

These centralise and allow you to monitor your social media activity, and you can filter your feeds to show the items that interest you the most.

Most of them are able to analyse your own data to determine the best time to post something for optimal impact. These powerful tools, if used correctly, can help you to develop your social media strategy.

**Here are some examples:**



**10**

# CONVERSATION

## GROUP TWEET

You can tweet to several people at once by simply listing their Twitter names in a row. This can be used for Follow Fridays (or #FF), the concept is that each Friday, you recommend Twitter profiles that you appreciate and enjoy to all of your followers. It can also be used when you are thanking a group of people for their RTs or welcoming your new followers.



**Keren Lerner**  
@topleftdesign

It's still Friday - so here's some client love -  
#FF @PartnershipsHQ @KarenHaller  
@annesebba @JansonsProperty  
@gina\_romero @AstutePropSrch



**Sarah Bowles**  
@fairybowles

Excellent presentation Celia #BNIMayfair  
@EarlProjects @MatteoBStudio  
@topleftdesign @FiumanoFineArt  
@lewismalka



**Kathryn Tilbury**  
@KTfitchick

#ff @warnestar @cocozenusa  
@teameverysecond @LonOrthopaedic  
@gavinprestonMD @name\_bearz  
@mallikamarshall thx for follows & RTs this week!

## CONVERSE WITH PEOPLE

On Twitter, you can strike up a conversation with anyone (yes, here it's not rude!). Do this if you have something interesting to share about what you see others are tweeting about. When people refer your business to others be sure to say thank you on Twitter for the referral.


**Chloe Brotheridge**  
 @CBrotheridge

Can anyone recommend a good guide to getting the most from [#google+](#) ?  
[#techhelp](#)

 Reply
  Retweet
  Favorite
  More

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FAVORITES  
**2**




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1:05 AM - 13 Jun 2014

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**Kathryn Tilbury** · Jun 13  
 @CBrotheridge check out [@f\\_dragonfly](#) and [@topleftdesign](#) amazing experts on all things web and social media! 😊

Details
  Reply
  Retweet
  Favorite
  More

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RETWEETS  
**2**

FAVORITES  
**3**





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1:19 AM - 13 Jun 2014 · Details

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**Keren Lerner** · Jun 13  
 @KTfitchick @CBrotheridge @f\_dragonfly thanks - happy to help! Will you DM me?

Details
  Reply
  Retweet
  Favorite
  More



## USE TWITTER TO CLEAN YOUR INBOX

This is something I do myself. If you're anything like me you probably get too many emails and Twitter is where you still appreciate getting messages. But you don't want to ignore emails.

**So, here's what I do:**

1. **If I get an email from someone which really just requires a short answer** – and that person uses Twitter, then I reply to them on Twitter.
2. **If I have a lone email to write back** and haven't had time to write the email yet, I reply on Twitter quickly and let them know I am on it.
3. **If I know I want to keep in touch** with the person but haven't got a reason to reply with much more information – then I ask “Are you on Twitter”? And suggest that I follow them and we keep in touch there.
4. **Sometimes when I meet someone I follow up on Twitter** – e.g. I have had a meeting with them and I send them a Tweet saying:



**Keren Lerner**  
@topleftdesign

Great to see @blowLTD today visiting us at TLD - lots of exciting #marketing ideas!

↩ Reply ↻ Retweet ★ Favorite ... More

**11**

# BLOGGING

## HAVE A BLOG

If you use Twitter to share content, talk to people, and RT others, then you're doing well. But what about you? What about your business? This is where your blog comes in. Sharing content you have written means your followers get to learn more about your business.

Blogging is an art in itself. There are many rules to follow to make sure your blog, once people happen upon it, encourages people to stay and read on.

### Superblogging tips:

1. **Always include a picture with each blog post** – and choose these carefully – they should have good composition and quality – and they should be taken by you or legally purchased from a photo library.
2. **Use subheadings and bullets to break up the text** in your blog. People skim read things online, and if you do this you will get more messages in their heads.
3. **Vary your blog posts** – case studies, common sense advice, team stories and news, and collections of resources, as well as blog posts with embedded videos and infographics – this all paints a picture of your business in an interesting way, without being too salesy or samey.



## DON'T BE OVERWHELMED!

Eek! This probably is a lot to do, for **98.7%** of you.

However, you're in good company (hence the high percentage mentioned in the previous sentence. Just work towards the changes above – we all have to make changes and improvements this year to keep up – and you will see – it's so worth it! And if you need help – you know who to call/email/tweet!

A YEAR FROM NOW YOU  
WILL WISH YOU HAD  
STARTED **TODAY.**